



# profetum.com

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## **From Classifieds to Startup Studio: How Bakeca.it leveraged traffic to build new Verticals (Profetum.com case)**

**DMA Conference**

**Zurich, 20th Nov 2025**

PLEASE TO MEET YOU AGAIN!

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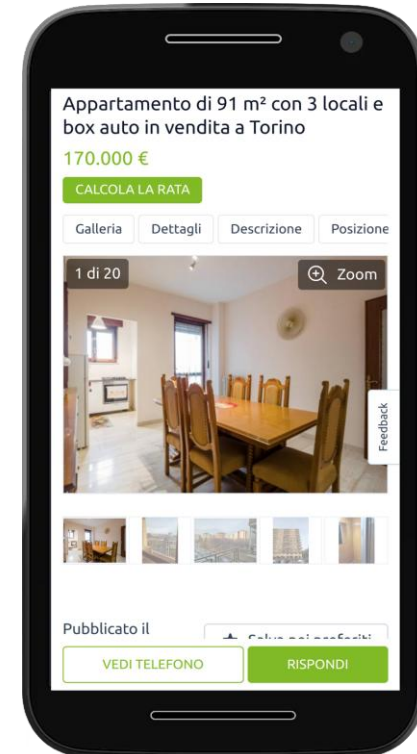
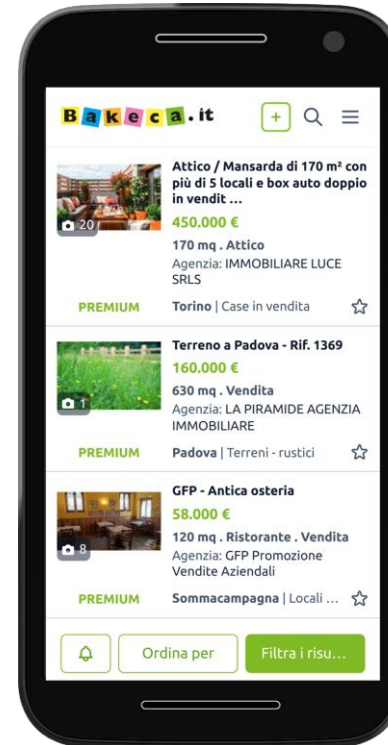
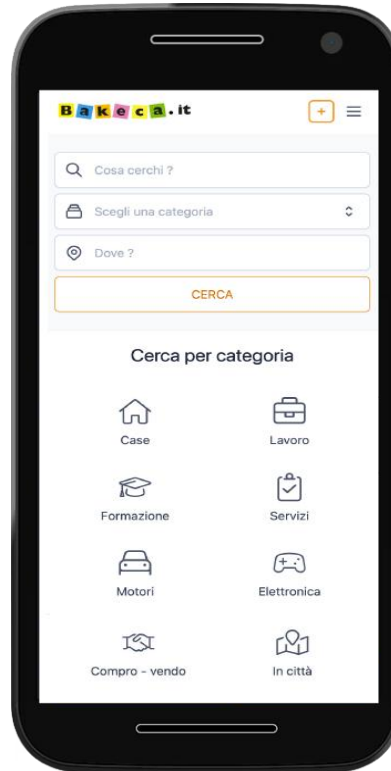
Profetum.com

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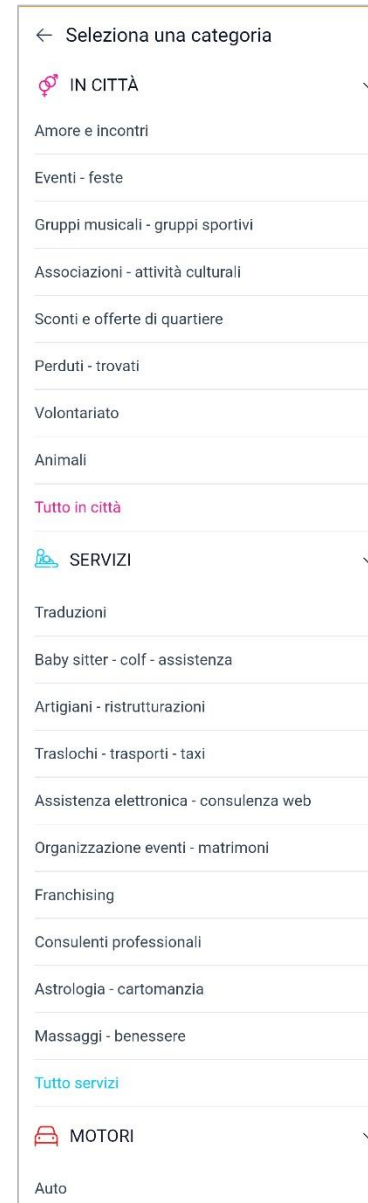
# Bakeca.it: company overview

- Founded in 2005: 1<sup>st</sup> Italian classified (happy 20<sup>th</sup> birthday this year!)
- 4 million monthly unique visitors
- 2 million active ads
- Most recognized verticals: Jobs, Real Estate, Services



# The challenges for horizontal classifieds we were facing in 2022

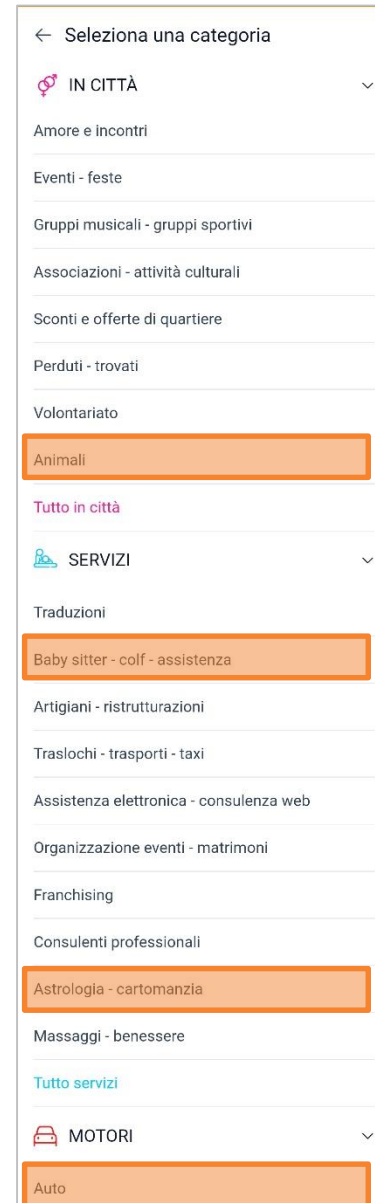
- High organic traffic across many categories, but under-monetization:** Bakeca attracts millions of visitors in various segments, but not all of this traffic converts to revenue since “one-size-fits-all” site design limits the ability to charge for services
- Generalist UX dilutes value:** Without specialized experiences or tailored monetization models, users can browse but can't transact



# The strategic shift in 2023

- **From horizontal marketplace to vertical startup studio:** Evolving from a general classifieds platform to a collection of specialized businesses, while keeping Bakeca.it at the center of the new eco-system
- **New strategy: launch dedicated sites/apps** with separate brands us to better serve customers in each category
- **Goal:** higher profitability and international scalability

## Bakeca.it categories with high traffic and low monetization





# For each category (high traffic / low monetization), we identified the top performing market players and models

- **Example: Astrology & cartomancy traffic is uncaptured:** Users interested in astrology services visit Bakeca but then leave (phone, wapp) to complete a purchase elsewhere

## Bakeca.it

Lettura Tarocchi Cartomante Sensitiva Lettura Carte e Astrologia Cartomanzia



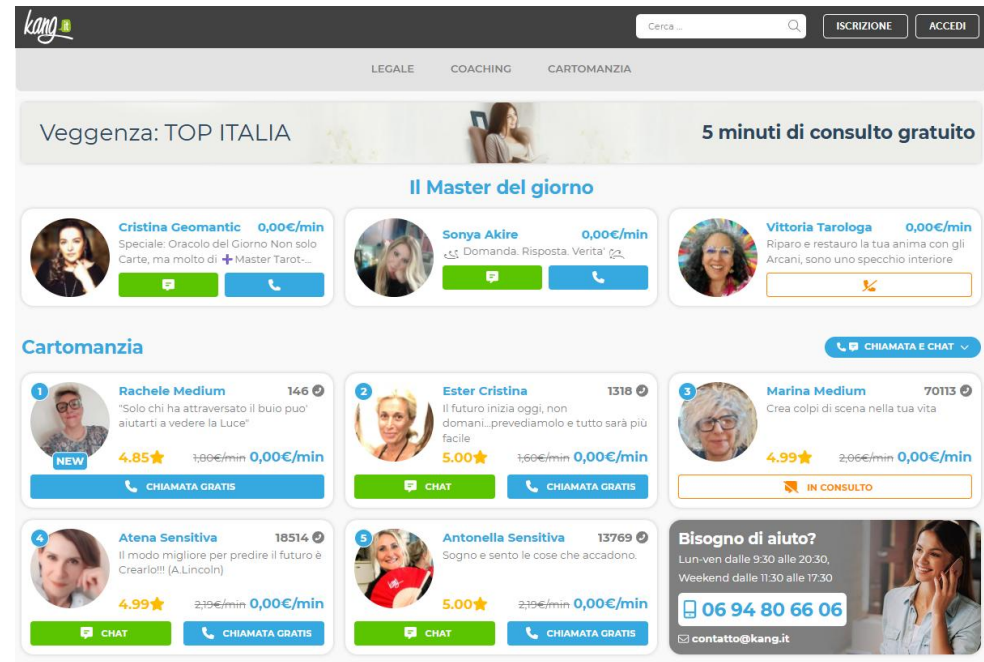
Pubblicato il 17/11/2025

Salva nei preferiti

VEDI TELEFONO

WHATSAPP

## Vertical competitors transaction model



The screenshot shows the Kang.it website interface. At the top, there's a search bar and buttons for 'ISCRIZIONE' and 'ACCEDI'. Below the navigation bar, the main heading is 'Veggenza: TOP ITALIA' with a sub-header '5 minuti di consulto gratuito'. A section titled 'Il Master del giorno' features three profiles: Cristina Geomantic, Sonya Akire, and Vittoria Tarologa, each with a '0,00€/min' rate. Below this, a 'Cartomanzia' section displays a grid of service providers with their ratings, rates, and contact buttons. The providers include Rachele Medium, Ester Cristina, Marina Medium, Atena Sensitiva, and Antonella Sensitiva. A 'Bisogno di aiuto?' section at the bottom right provides contact information and a phone number.

Nome	Rating	Rate	Contatto
Cristina Geomantic	4.85	0,00€/min	CHIAMATA GRATIS
Sonya Akire	5.00	0,00€/min	CHIAMATA GRATIS
Vittoria Tarologa	4.99	0,00€/min	IN CONSULTO
Rachele Medium	4.85	0,00€/min	CHIAMATA GRATIS
Ester Cristina	5.00	0,00€/min	CHIAMATA GRATIS
Marina Medium	4.99	0,00€/min	IN CONSULTO
Atena Sensitiva	4.99	0,00€/min	CHIAMATA GRATIS
Antonella Sensitiva	5.00	0,00€/min	CHIAMATA GRATIS

# Roadmap of Verticals

- **Criteria for selecting the right Verticals:**
  1. **High organic traffic** → ability to redirect part of the user base without additional marketing costs
  2. **Low monetization** → minimizes the risk of revenue cannibalization
  3. **Commercial synergies with Bakeca.it** → leverage the existing sales force for potential cross-selling opportunities
  4. **Scalable** model with **international** growth potential

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- **IT Strategy:**
  - **No technical integration** with Bakeca.it: each vertical operates as an independent startup-style service
  - **Keep costs as variable as possible:** in phase 1 (PoC), rely on external IT providers or strategic technology partnerships



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- **Startup studio logic: Launch → traction → spin-off**
  - **Each vertical is incubated under Bakeca**, tested, and then spun off as a separate entity once it achieves product-market fit
  - **New companies can attract investors:** Spin-offs must be structured to be fundable stand-alone businesses

# Case study: Profetum.com



**profetum** Magazine Esperti Offerte

IL PORTALE N°1 IN ITALIA

## Il consiglio di una voce amica

Cartomanti, sensitivi ed astrologi professionisti, pronti ad ascoltarti e consigliarti per telefono ed in videochiamata.  
Alla registrazione ottieni 5 minuti omaggio.

**Affidabile.**  
Esperti verificati dal team Profetum

**Conveniente.**  
No scatto alla risposta, primo consulto gratuito

**Sicuro.**  
La tua privacy è garantita

### Consulti di cartomanzia online

5 minuti gratis alla registrazione

Consulta i nostri Cartomanti Italiani per telefono, chat o in videochiamata. **Scegli il cartomante perfetto per te.**

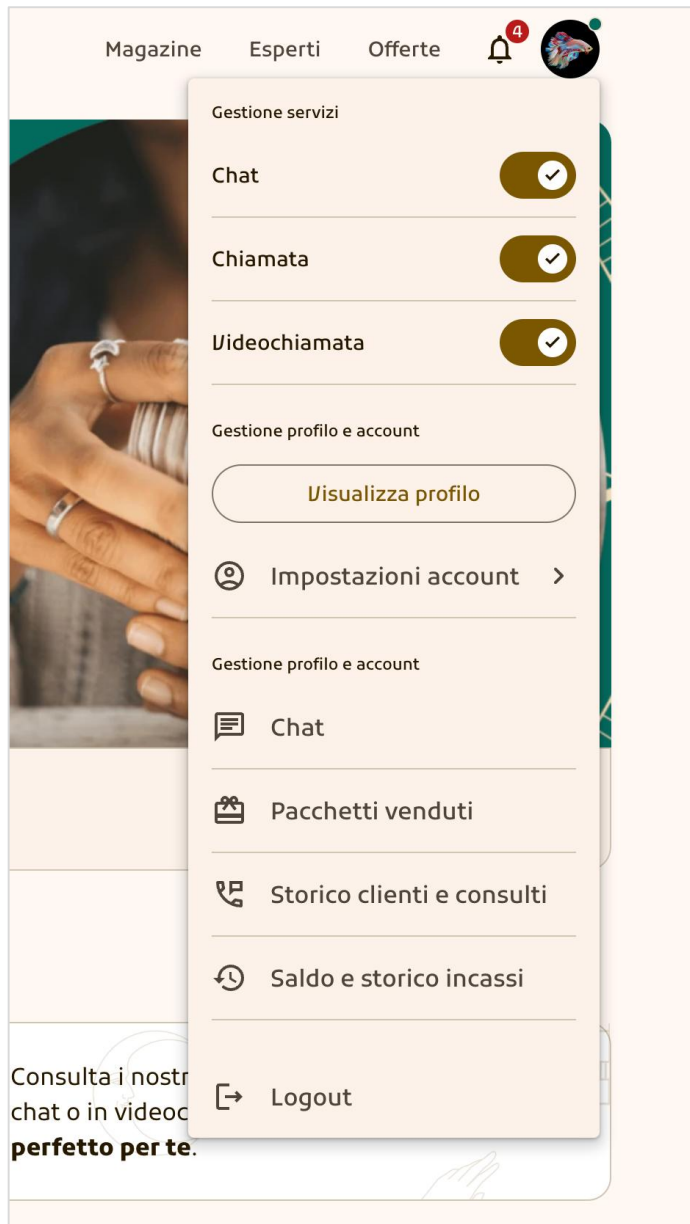
#### Esperti in primo piano

Nome	Offerte attive	Rating	Prezzi	Descrizione	Stato
Erika	1	5/5	406	Esperta nella lettura dei tarocchi ed affinità dei segni	Contatta ora (0,79€/min)
Rosella Falappa	5	5/5	631	Nel contesto di questa partnership con Profetum, Rosella espande le sue capacità di guida offrendo sessioni di...	Contatta ora gratis (Primo consulto gratuito, poi 0,99€/min)
Elisa	0	n/d	341	Con utilizzo di tecniche mirate energetiche, visualizzazioni, meditazioni e oracolo e tarocchi lavoro.	Non in linea, avvisami (1,19€/min)
Aida Cartomanie	1	5/5	599	Sarò tua compagna dal buio alla luce, la verità è nelle carte.	Non in linea, avvisami (Primo consulto gratuito, poi 0,64€/min)
Giona	2	5/5	213	Per quello che do e che cerco di dare, tutto sommato, penso di chiedere in cambio ben poco. E questo è un dato...	Non in linea, avvisami (Primo consulto gratuito, poi 1,19€/min)
Sensitivo Francesco	0	4,1/5	423	Francesco sensitivo nasce nel 1978 e già all'età di quindici anni ha i primi contatti con entità sia fastidiose che...	Non in linea, avvisami (Primo consulto gratuito, poi 1,39€/min)
Ronno & Santeria	0	5/5	333	Ho iniziato, fin dalla giovane età, ad interessarmi di occultismo, fenomeni spiritici e paranormali. Ho scoperto, ne...	Non in linea, avvisami (0,89€/min)
Cristian Sensitivo	0	5/5	980	Scopriamo insieme tutto ciò che più ci sta a cuore nella vita. Sì, io ti posso aiutare a fare chiarezza dove non vedi...	Non in linea, avvisami (Primo consulto gratuito, poi 1,39€/min)

[Mostra tutti](#)

- Profetum.com is a platform where experts in Cartomancy and Astrology can provide **online consultations** to their clients
- The system **enables** direct communication between the expert and their clients through a national SIP number or an online call center
- **Experts** can access the platform by **invitation only** (to ensure quality and reliability) and can set their own per-minute rate for online consultations
- Profetum applies a **commission on top** of the price set by the expert

# Case study: Profetum.com



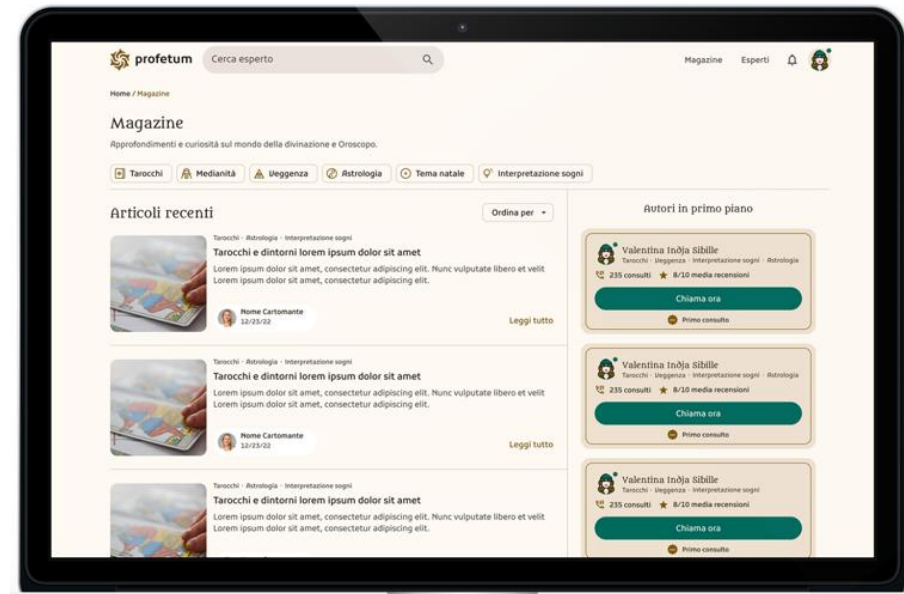
Consultations can take place in 4 different modes:

1. **Pay-per-use voice calls** (either by phone or directly online)
2. **Pay-per-use video calls**
3. **Fixed-price packages**
4. **Chat sessions**



# Case study: Profetum.com

The website features a **blog curated by the experts**, allowing us to publish original weekly content and rank for a wide range of search keywords on Google

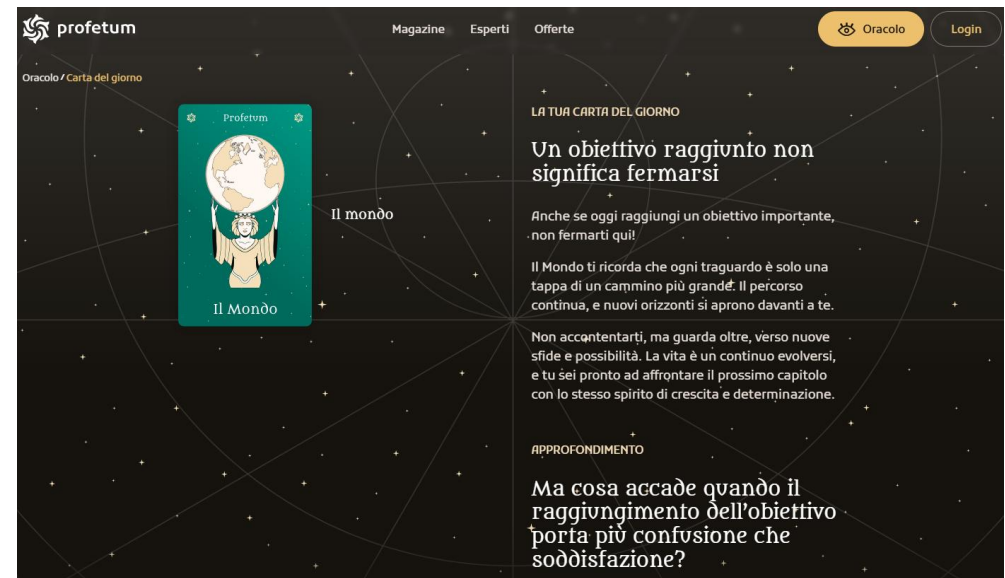
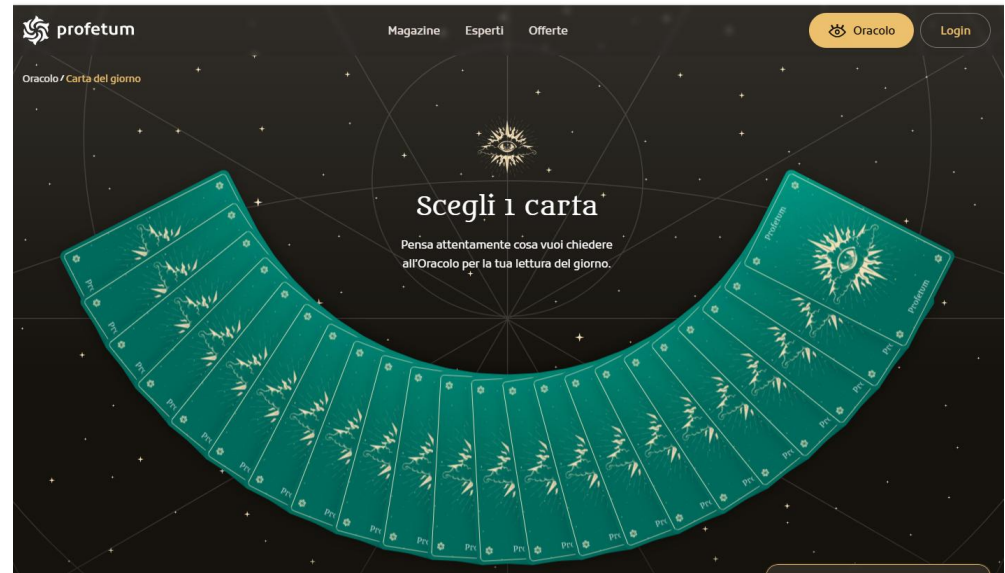


During a consultation, the **reader can access the client's personal profile**, reviewing notes and topics discussed in previous sessions.



# Profetum.com: key success factors

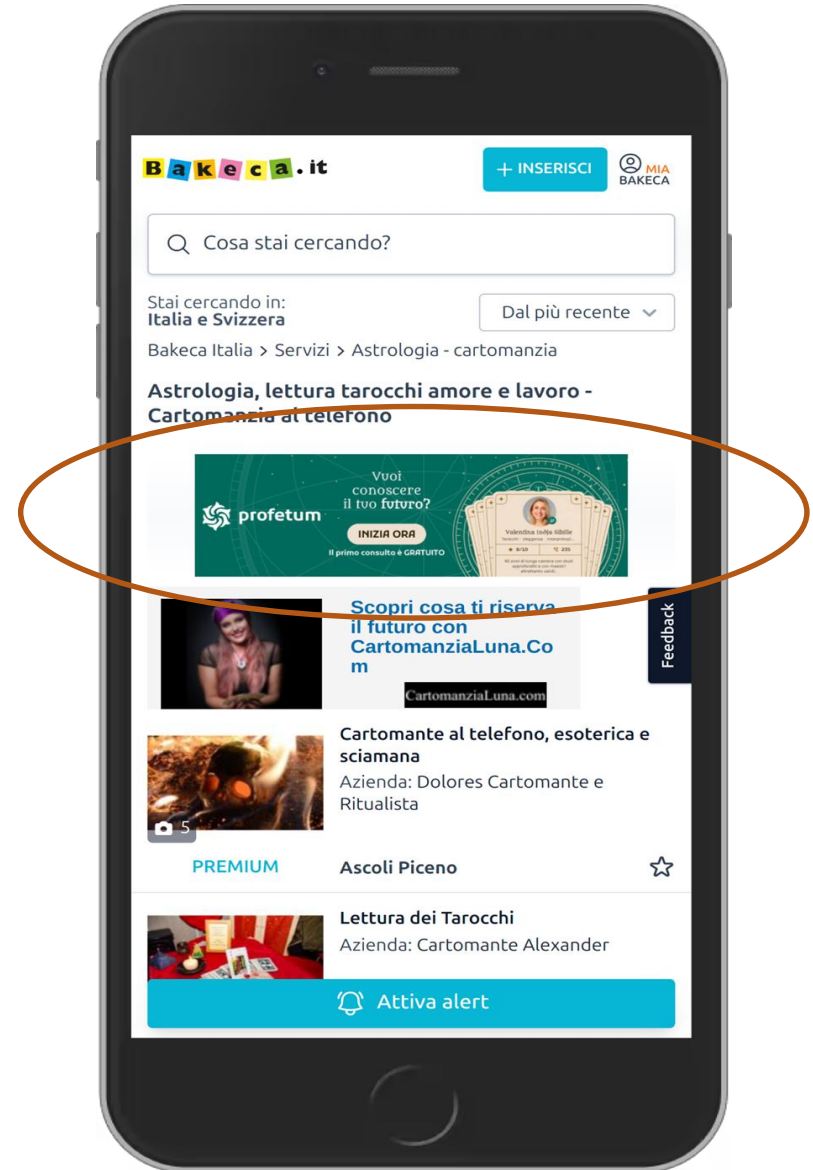
- **Intuitive interface on desktop and mobile:** Users can easily search, choose and call an expert, with clear pricing and ratings
- **Gamification features:** Interactive tarot card games and daily horoscopes keep users engaged even when they're not booking a consultation
- **Reward system:** Points and badges encourage loyalty, with rewards that unlock discounts or access to premium content
- **Personalized dashboards:** Customers have a space to track their previous readings, favourite experts and progress on games or challenges



# Profetum.com: Early Traction

- **Kickoff in March 2023 → launched in October 2023:** Profetum went live two years ago, making it a young but fast-growing venture
- **€200 k revenue in the first year, €400 k second year:** A strong start for a new vertical, proving the willingness of users to pay for these services
- **As of today, approx 15k registered and verified users:** A growing community of people seeking spiritual guidance and entertainment
- **Approx 50k monthly organic visits:** Demonstrates the power of our existing SEO and brand to drive traffic at low cost
- **Average spend per paying user €300:** Indicates both customer willingness to pay and the potential lifetime value when retention is high

## Initial synergy w/Bakeca.it (traffic re-direct)



- **Target markets: Germany, France, UK, Spain, Brazil and USA**
  - These countries have high demand for spiritual services and cultural fit with our product
- **Localization of experts and content:** We are recruiting local experts to ensure relevance in each market
- **Paid acquisition, SEO and marketing automation:** We'll blend performance marketing with strong organic growth tactics to build awareness efficiently
- **Open to partnerships:** We welcome joint ventures with local classifieds or media partners; if any attendee is interested, let's connect!



# What's next?

The online expert consultation model can be applied to numerous sectors: a product of this kind, built on a **single underlying technology**, could be replicated at scale:

- both in Italy with Bakeca.it (traffic re-direct)
- and in any other Country in collaboration with a local classified (joint ventures)



**Profetum Coach**

### Consulenze di coaching online

Videoconsulti, chiamate e chat con esperti per raggiungere i tuoi obiettivi

TROVA UN COACH

Andrea Moretti	Elena Russo	Marco Conti	Sara Fabbri
Life Coach	Career Coach	Love Coach	Business Coach
Online adesso	Online adesso	Online adesso	Online adesso
Chiama	Chiama	Chiama	Chiama
Videochiamata	Videochiamata	Videochiamata	Videochiamata

Articoli dal blog

Vita Amore Vita Business Consulenza

Aree di coaching

Vita Carriera Amore Business Consulenza

**Profetum Baby**

### Consulenze online per genitori e bambini

Esperti qualificati per il benessere e la crescita dei più piccoli

TROVA UN ESPERTO

Andrea Moretti	Elena Russo	Marco Conti	Sara Fabbri
Esperto del sonno	Nutrizionista	Psicologo infantile	Pediatra
Online adesso	Online adesso	Online adesso	Online adesso
Chiama	Videochiamata	Videochiamata	Videochiamata

Articoli dal blog

Sonno Alimentazione Sviluppo Educazione Vedi tutto

Aree di consulenza

Sonno Nutrizione Psicologia Educazione Consulenza

**Profetum Animali**

### Consulenze veterinarie online

Videoconsulti, chiamate e chat con esperti per il benessere del tuo animale domestico

TROVA UN CONSULENTE

Andrea Moretti	Elena Russo	Marco Conti	Sara Fabbri
Veterinario	Comportamentista	Nutrizionista	Veterinaria
Online adesso	Online adesso	Online adesso	Online adesso
Chiama	Chiama	Chiama	Chiama
Videochiamata	Videochiamata	Videochiamata	Videochiamata

Articoli dal blog

Gatti Roditori Uccelli Vedi tutto

Aree di consulenza

Nutrizione Psicologia Veterinaria Educazione Consulenza

**Profetum Professionisti**

### Consulenze professionali online

Videoconsulenze, chiamate e chat con esperti in ambito legale, fiscale, tecnico e aziendale

TROVA UN CONSULENTE

Roberto Martini	Laura Eposito	Giovanni Moretti	Silvia Conti
Avvocato	Commercialista	Architetto	Consulente del Lavoro
Online adesso	Online adesso	Online adesso	Online adesso
Chiama	Chiama	Chiama	Chiama
Videochiamata	Videochiamata	Videochiamata	Consulenza

Come funziona

Trova un esperto Ricerca online Scegli il metodo e il orario Inizia la consulenza

Categorie di esperti

Legale Fiscale Tecnico Aziendale Consulenza

Recensioni

★★★★★ „Servizio professionale e molto utile! La consulenza online è stata chiara, puntuale e dettagliata.”

Informativa.cultura.privacy

## Key Takeaways

1. **Leverage under-monetized traffic to build verticals:** Use your existing user base to test and grow new business models without paying acquisition costs → reduce dependence on a single category and build income across multiple sectors
2. **Start small but aim for high-yield niches:** Select categories where customers are ready to pay and competition is low to achieve early wins → Higher valuation for Bakeca since new digital assets add value to the parent company and create optionality for future exits
3. **Focus on engagement and retention:** Gamification, loyalty programs and curated experiences keep users coming back and spending more
4. **Lean cost structure:** Prioritize opportunities that can achieve profitability quickly with low overheads
5. **Plan for international expansion early:** Ensure your technology and team can scale across borders once the vertical gains traction

We invite CEOs and marketplace owners to collaborate with us and explore joint ventures



LET'S CONNECT!

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